



NEWS RELEASE

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COVERED CALIFORNIA AND SIERRA HEALTH FOUNDATION ANNOUNCE OUTREACH AND EDUCATION GRANTS

Residents in Rural Areas of Northern California Will Benefit from Education and Outreach About the Federal Patient Protection and Affordable Care Act

A partnership between Covered California™ and Sierra Health Foundation is providing nearly \$1.5 million in grants to help educate consumers in Northern California about the state's new health insurance marketplace.

Covered California is contributing \$1,050,000, and Sierra Health Foundation is adding \$400,000, to fund three organizations that will show consumers how they can access affordable health care coverage under the federal Patient Protection and Affordable Care Act. Their outreach and education efforts will focus on 24 mostly rural counties in Northern California.

"We appreciate Sierra Health Foundation's commitment to help Covered California reach Northern California consumers who may benefit from premium assistance," Covered California Deputy Director of Community Relations Sarah Soto-Taylor said. "Together our partnership will reach more than 110,000 consumers in the most remote parts of Northern California and help ensure the successful implementation of Covered California's outreach and education campaign."

"Sierra Health Foundation is pleased to partner with Covered California to ensure that all uninsured individuals and families in the Sacramento region and rural Northern California are aware of the array of health insurance coverage options, including financial assistance with premiums, that are available to them," said Chet Hewitt, Sierra Health Foundation president and CEO. "This partnership will focus outreach efforts in our funding region, complement our effort to strengthen the region's safety net and provide needed resources in rural counties."

(more)

The grant recipients are:

- California Family Resource Association (fiscal agent Prevent Child Abuse California) — \$600,000
- Healthy Community Forum for the Greater Sacramento Region — \$600,000
- Women's Health Specialists — \$250,000

The grants are part of Covered California's broader outreach and education strategy, which includes \$43 million in grants. Covered California has awarded \$37 million in grants to 50 community-based organizations to reach nearly 9 million individuals and more than 200,000 small businesses in the state. The 50 lead grantees subcontracted with more than 200 organizations to reach consumers where they live, work, shop and play.

About Covered California

Covered California is the state's marketplace for the federal Patient Protection and Affordable Care Act. Covered California was charged with creating a new health insurance marketplace in which individuals and small businesses can get access to affordable health insurance plans. With coverage starting in 2014, Covered California will help individuals compare health insurance plans and choose the plan that works best for their health needs and budget. A sliding scale of financial subsidies in the form of premium assistance will be available to help reduce costs for people who qualify. Small businesses will be able to purchase competitively priced health insurance plans and offer their employees the ability to choose from an array of plans and may qualify for federal tax credits.

Covered California is an independent part of the state government whose job is to make the new market work for California's consumers. It is overseen by a five-member board appointed by the Governor and the Legislature. For more information on Covered California, please visit www.CoveredCA.com.

About Sierra Health Foundation

Sierra Health Foundation is a private philanthropy with a mission to invest in and serve as a catalyst for ideas, partnerships and programs that improve health and quality of life in Northern California. The foundation is committed to improving health outcomes and reducing health disparities in the region through convening, educating and strategic grant making.

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